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IOWA ARCHITECT

EDITORIAL

WHO NEEDS IT?

*By John Rieben, Manager of Design for
Container Corporation of America.*

*Reprinted from THE FLORIDA ARCHITECT
July/August 1970, and by them from a Publication
of Corry Jamestown Corporation*

A designer, by profession, formulates expression. He views each problem, regardless of its structure in Gestalt terms. The configuration of the whole forms the parameter of his efforts, as all possible conditions, circumstances and influences that surround and affect the problem are carefully analyzed. This environmental approach to design is the only meaningful way of achieving effective solutions.

Any significant solution, be it a toaster, poster or an ocean liner, is an accumulation of what the designer knows and feels. Because it is essentially a projection of the designer, it has a distinct personality, identity and individuality. A well-designed object will exhibit the same traits we find admirable in superior human beings—honesty, integrity, intelligence and a capability to affect events.

Objects that make these statements are always the product of a single-willed individual; a designer who understands the problem completely, who has taken an environmental approach to the solution, who has put a part of himself into that solution. Such designers and their products are not rare—Chicago's John Hancock Building, the Mies chair, the Canadian National Railway's corporate identity program and the Braun appliance line are merely a few examples. Unfortunately they are far outnumbered by those products which were formulated by group decision and collective action—and which consequently demonstrate no unity, an absence of expression and a total lack of character.

This committee attitude is, in my view, a major problem facing design today. There appears to be a great deal of reluctance to place the full burden of a problem on an individual and rely entirely on his training—and talent—for a solution. Perhaps there is a sense of risk involved. Perhaps it is simply easier to increase the number of equal-level contributors and decision-makers than delegate total responsibility to one individual.

The result of this operation philosophy is a mish-mash of ideas—the good ones serving to cancel out each other while competing with suggestions from persons who, on the basis of talent, would otherwise be relegated to the shipping department. The hodge-podge of minds and hands that donate to the solution is all too evident in the mediocrity of the end product.

Sheer bulk of worth necessitates some type of team effort, but this cannot be equated to the "design by committee" school. In the optimum working

situation, there is, instead, one talented design "dictator" directing a small staff. The purpose of the group is to express in final form exactly what the dictator intends. Execution, not modification, is their sole function. Like team effort of any variety, the longer and better they work together, the more like a single entity they in fact become.

In day-to-day operation, this ideal situation is extremely difficult to achieve. First, there is the ever-present communications problem of relaying what exists in the dictator's head through the cranium of another, and finally realizing on paper what was originally proposed. Secondly, there is the ego problem. Designers feel impelled to contribute something of themselves—a very understandable trait common to all creative talents—to the final solution.

Generally, this only serves to detract from basic purpose and intention of the solution, while again establishing an essentially committee-type effort with the subsequent reduction of honesty and forthrightness.

Some argue that the committee format is fostered by the ever-increasing amount of technical knowledge which forces designers to unitize and specialize—each individual contributing his molecule of expertise to the total effort. However, we are rapidly discovering that these specialties become obsolete within the time it takes to specialize in them.

Instead of being so eager to pigeonhole people and ability, we must shift the emphasis in design, education and industry away from the specific. It is the school's responsibility to train designers as professionals, and industry's responsibility to utilize them on this basis. Designers today must be equipped with pure problem-solving abilities. The kind of training that produces textile designers, exhibit designers, typographers and product designers might better be put to use developing thinkers—rational problem-solvers. Armed with this ability and its techniques, the designer could function both quantitatively and qualitatively in a better effort.

I am firmly convinced that a designer with true problem-solving ability, design proficiency and strength of purpose is capable of solving the megapolis mess—from transportation systems, information dissemination, dwellings and education facilities to firehydrants and manhole covers—and it would be well done.

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A highly contrasted photograph of a building structure open to the sky is the subject of this issue's COVER. The photo was taken of the rebuilding of McCormick Place in Chicago following the disastrous fire of 1969. The convention center was one of many places visited during the trip to Chicago as reported elsewhere in this issue.

4 The NEWS, varied as always, this issue reports on such diverse subjects as community service, environmental education and cost control, as well as the usual office notes and new building projects.

6 A handsome pair of small dormitory complexes is discussed in CHANGING LIFESTYLE ON CAMPUS: WARTBURG COLLEGE. These quadrangles were designed by two different architectural firms following a common master plan.

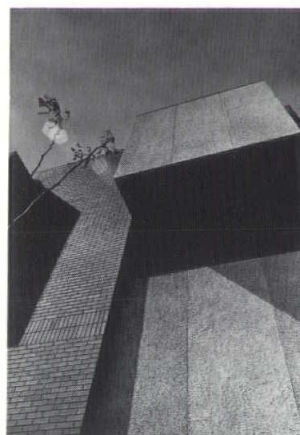


12 A group of Iowa architects and architectural students recently joined in a trip to Chicago for the purpose of their personal education and to improve communication between the students and the profession. The results are summarized in PROFESSIONAL DEVELOPMENT: CHICAGO-BOUND.

14 GENESIS — LAST CHAPTER is a fascinating satirical parody on the Biblical Book of Genesis written by a California high school student.

17 Commentary on the environment by a guest author, Wayne Bryan, Campus Minister at Drake University, is the article, ADAM: CHILD OF THE EARTH. Rev. Bryan has been active in originating ecology-centered programs on multi-media and discussion formats.

19 MAJOR CHANGES IN LICENSING are being contemplated for architects, and the adoption of these proposals would amount to a minor revolution in the educational process.



8 Illustrating an excellent example of building remodeling, FAIRALL & COMPANY: PRIVATE RENEWAL IN THE URBAN CITY shows the before and after of an old downtown building.



10 Winner of a national Award of Merit, the WISCONSIN STATE UNIVERSITY, FOND DU LAC CAMPUS was built on the site of an abandoned airport. This article describes how character and warmth were created out of a flat, uninspiring landscape.

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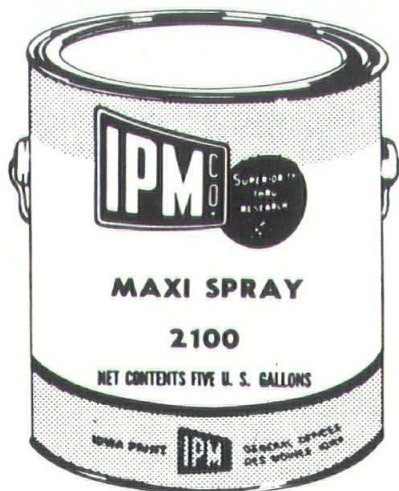
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ARCHITECTURAL REFRESHER COURSE

An architectural refresher course will be offered by The University of Wisconsin on November 5 thru 7, 1970. This series of sessions is designed for personnel in the architectural profession for the purpose of reviewing and updating knowledge in such areas as Structural Design; Building Materials and Construction Methods; Specifications and Contracts; Heating, Plumbing and Electrical Systems; History of Architecture; Site Planning; and Design. The course is intended especially for preparation for the State Board of Architectural Examination.

The course is divided into three parts with separate enrollment for each part. FEE for the total course is \$50.00; FEE for each part separately is \$20.00.

Further information may be obtained by contacting Raymond C. Matulionis, Program Director, University Extension, The University of Wisconsin, 432 North Lake Street, Madison, Wisconsin 52706.

ARCHITECTURAL APPOINTMENT AT ISU

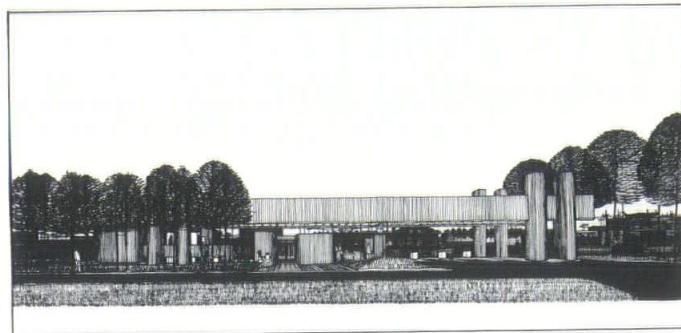
Martin D. Gehner has been named head of the Department of Architecture at Iowa State University effective July 1st. He succeeds Raymond D. Reed who will continue as a member of the faculty.

Gehner, thirty-seven, has been on the faculty of the University of Connecticut since 1967. Previously he taught at the University of Michigan, is a registered architect and civil engineer in Michigan and Connecticut, and has designed a wide variety of buildings in private practice.

He is Chairman of the Continuing Education Committee of the American Institute of Architects and while at Michigan he received the Distinguished Service Award for Instructors and Associate Professors in 1965.

OFFICE NOTES

William V. Hukill, architect and professional engineer of Kohlmann-Eckman-Hukill, Architects, Cedar Rapids, announced a change in the firm name to Hukill-Pfiffner-Alexander-Duenow, Architects and Engineers, accepting as partners John F. Pfiffner, Architect; Bruce G. Alexander, Architect; and Gerald M. Duenow, Professional Engineer.



Construction has begun on the Brenton Bank and Trust Company in Urbandale by Charles Herbert and Associates, Inc., Architects of Des Moines.

The design is an attempt to meet the following objectives: to inject a strong commercial image into the existing mediocrity of the Douglas Avenue strip development; allow the existing bank to function during the construction; meet rigid setback requirements; provide maximum flexibility for internal and external future expansion; and maintain a \$30./sq ft. budget. Construction is scheduled for completion in spring of 1971.

The firm of James A. Lynch and Associates, Inc. has been reorganized under the name of Lynch, Payne, Champion, Bernabe, Inc. The firm will continue to operate at 314 Savings and Loan Building and will engage in the practice of architecture, engineering and planning. Lynch is President of the new firm, Harold L. Payne is Vice President, James D. Champion is Vice President, and Richard O. Bernabe is Director.

ENVIRONMENTAL EDUCATION IN NATION'S SCHOOLS IS URGED BY AIA ARCHITECTS

The American Institute of Architects announced the publication of a "Guidebook for Education of Environmental Awareness" to encourage architects to work with educators in establishing classroom instruction on the environment of the nation's schools. The objective is to make young people aware of the many facts of the city in which they live and the role they and their parents can play in shaping the city and the environment.

The guide, and a supplementary bibliography and

list of resource materials for educators, describes environmental instruction efforts underway in 20 cities. The guide will be used by AIA's 172 chapters in consultation with school and community leaders.

This guide is not available for general distribution to the public. However, educators interested in such a publication or related programs are encouraged to contact the Iowa Chapter AIA, 621 Savings and Loan Building, Des Moines, Iowa.



COST CONTROL WORKSHOP

On May 15th at the Savery Hotel some sixty-five Iowa Chapter members spent the day in a workshop dealing with construction cost controls.

Panel members who spoke and answered questions were Mr. Seymour Berger of McKee-Berger-Mansueto of Chicago and New York; Mr. Fred Weitz, Weitz Company of Des Moines; Mr. Bob Neidermyer with C. F. Murphy and Associates of Chicago and Herb Enzmann with Smith-Voorhees-Jensen Associates in Des Moines.

The individual presentations featured down-to-earth advice on techniques of holding down con-

struction costs and, most specifically, advice to architects to become involved in planning a project much earlier in order to effect this control of costs.

The seminar was planned by Carl D. Meyer and his Committee on New Office Procedures of the Iowa Chapter, and Carl Bock provided the summary at the end of the meeting. Additional workshops are in planning on subjects of interest to Iowa architects.

ARCHITECTS SEEK EXPANSION OF HELP TO POOR NEIGHBORHOODS

At the AIA Convention held in Boston, June 21-25, George T. Rockrise, FAIA, of San Francisco, an AIA Vice President, along with architects who are working in poor neighborhoods across the nation, told the AIA's 102nd convention meeting "you must do more!"

Presently, the AIA has appropriated \$150,000 for the Task Force on Professional Responsibility to Society's mission, committing another \$500,000 for the AIA/Ford Foundation scholarship program.

However, based on a questionnaire circulated this year by AIA, Rockrise estimated around 3,300 members are donating some \$660,000 a year to help the poor and time worth from \$4 million to \$16 million a year, depending on what dollar figure is used.

Rockrise and other convention speakers insisted the AIA must battle to persuade political leaders to alter national priorities. The AIA should step up its own spending to help community design/development centers now operating in some 50 cities and increase scholarship aid for college architectural training for minorities plus technician and on-the-job training. The Institute also needs to turn its spotlight on practices in government and all the building/financial sector which blocks quality housing for all Americans.

COMMUNITY SERVICE

Tim W. Downing, architect with G. B. Cox, Architect, AIA of Bettendorf, Iowa, has been appointed to the Plan and Zone Commission for the City of Bettendorf, Iowa. He received a Bachelor of Architecture degree from Iowa State University in 1965 and is presently serving as Vice-President of the Eastern Iowa Section, Iowa Chapter, AIA.

CHANGING LIFE STYLE ON CAMPUS: WARTBURG COLLEGE

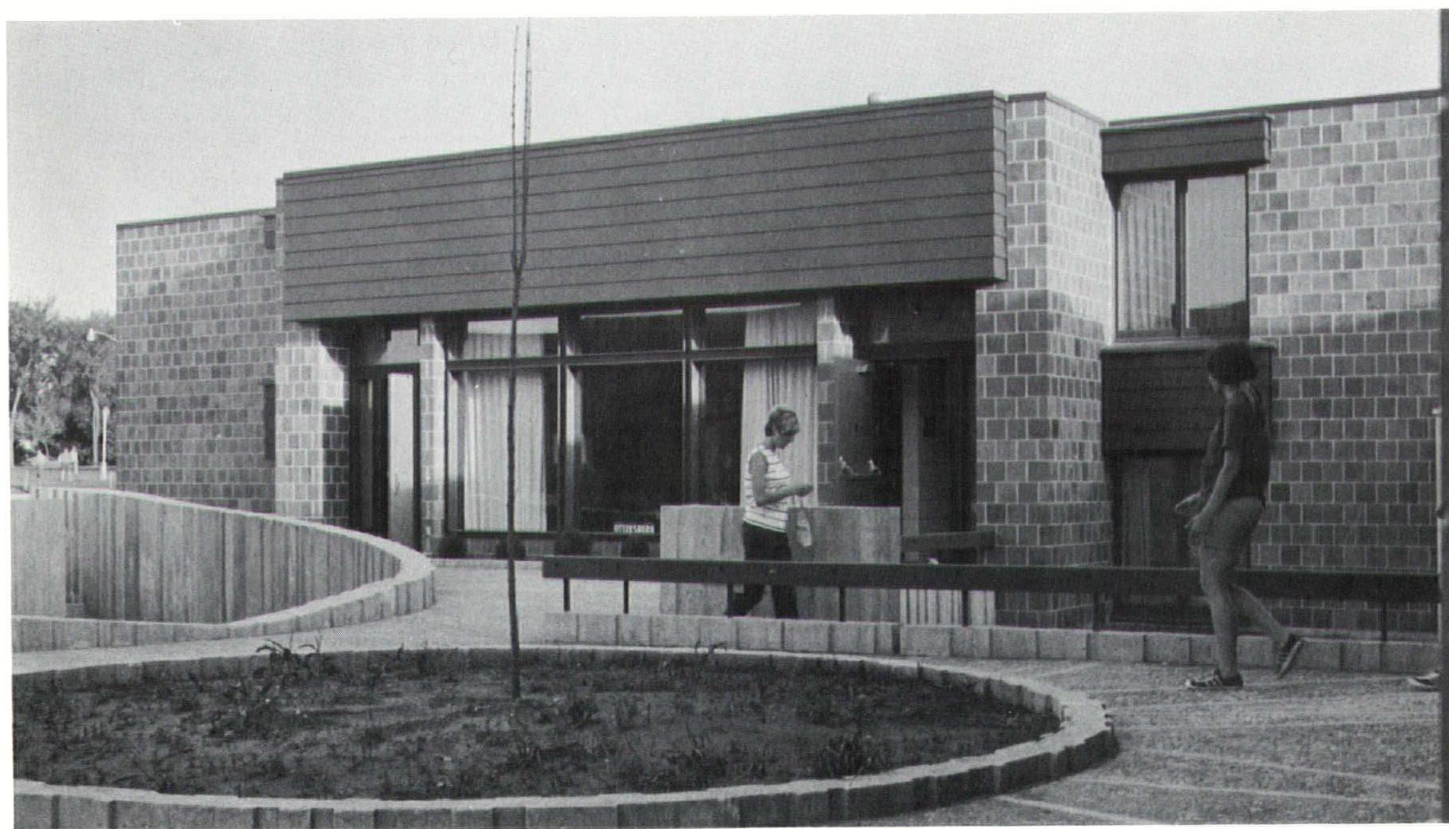
By Daryl Andersen

It is becoming increasingly apparent that the social revolution occurring on our campuses is reaching out to touch extremely varied aspects of student life. One of the most basic is the manner in which students are housed. University dormitories have long been unpopular with a large segment of students for reasons of institutional character, imposed social groupings, impossible study conditions, lack of privacy, etc. This has led to a feeling of being part of a stereotyped, programmed life style—obviously distasteful. The typical off-campus housing has been characterized by conditions resulting from low supply vs. high demand, being often shabby or very expensive. These two alternative housing situations have brought protests on the one hand and rent strikes on the other. Counteraction has been followed by counteraction. Tremendous investments in dormitories by the university are inefficiently used; yet these facilities, as they are presently organized, do not accommodate present student desire for housing needs.

To provide for these desires, students are finding it necessary, in many instances, to expand existing student organizations or form new ones for the purpose of ownership and/or management of their housing facilities to provide reasonable economy, choice of living groups, self government, a sense of individual responsibility and, in general, control of this aspect of their environment. A sense of identity for the individual as well as his living group is a very essential goal.

Wartburg College, a small four year college located in Waverly, a few years ago foresaw certain of the basic problems of student housing and decided to confront them and attempt to arrive at a solution which would satisfy both parents who invested their parental care attitudes in the administration and also the students who certainly felt then, and openly demand now, a housing situation providing many of the above-mentioned characteristics.

A program was arrived at which stated a need for individual and group identity. It further stated a



desire to provide a sense of place in areas conducive to student interaction; a "house" group size of 24 students was set as a desirable size. House group facilities as finally determined consist of 12 double, living-study rooms on two levels with baths on each level. Each house group has its own laundry facilities, kitchenette, recreational space and lounge with fireplace intermediate between the two living levels, the latter with a 1-½ story spatial expression. This lounge looks directly onto a central courtyard formed by the grouping of four house groups in separate buildings around it. Each house group has its own visual identity. Within each group the individual is recognized. A larger social grouping is formed by the four "house groups", and it, too, has its visual identity. Interaction within this larger group is stimulated by the shared courtyard. As originally planned, a number of groupings would occur in the future—all served by larger social spaces and dining facilities. The essential characteristic is the strong recognition of the small house group. This group relates to larger groups, themselves part of the overall college community. Expanding this relation, these groups eventually reach out to the community as a whole by their scale and location adjacent to existing residential areas. The site is also adjacent to college recreational areas and has a view of the surrounding countryside.

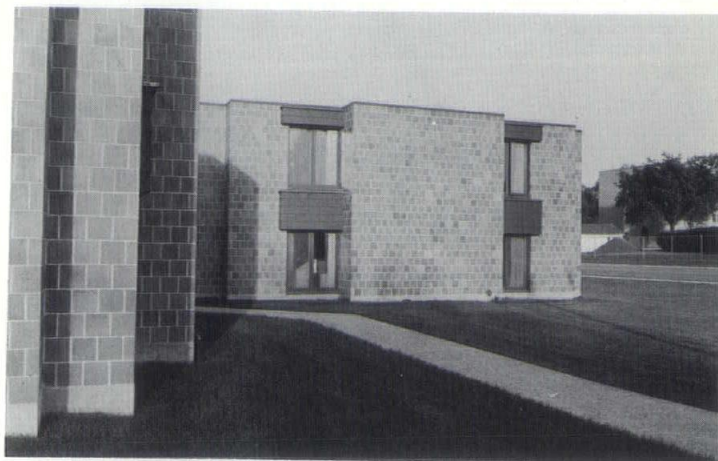
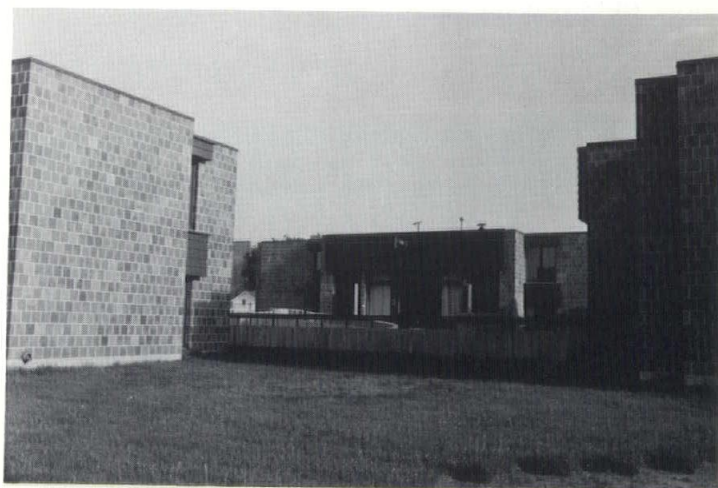
The social characteristics of the units are reinforced by the scale of the buildings, the development of the courts, the variety and intimacy of texture, the massing, etc.

A dominant characteristic of the individual rooms is the extensive yet disciplined use of tack surface accommodating individual graffiti which allows individual control of the room environment. Furniture arrangement is also flexible.

At present the college administration owns and operates the dormitories; but if the desire should arise, more thorough management and even ownership by students could well be accommodated. Groupings, relationships and parameters are as valid in one situation as another.

The entire complex suggests a very successful environment on a small college campus.

The original grouping of four units was designed by Clifford Prall, and the second group, by Thorson-Brom-Brosnar-Snyder.



FAIRALL AND COMPANY: PRIVATE RENEWAL IN THE URBAN CITY

By Ron Walker

Throughout the country, the trend for business to migrate to suburbia is slowing down and even reversing itself as the attributes of locating in the central city assert themselves.

Many Iowa cities may in the near future begin to feel the effects of this changing attitude when members of the business community follow the lead of current projects such as this.

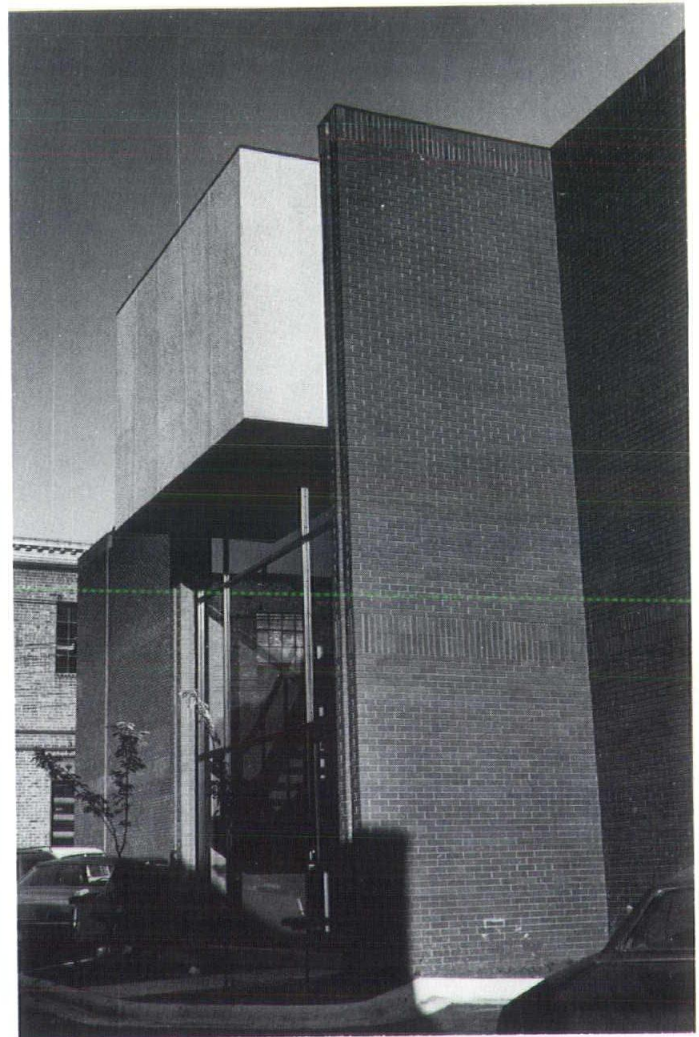
Fairall and Company, wishing to remain in the Des Moines downtown core area, elected to renovate an existing structure. The building selected had two stories with a basement and had approximately 4200 square feet/floor. This building was found to be structurally sound and to have existing utilities adequate for an advertising company's requirements. The Fairall Building location offers ease of pedestrian access from the downtown area and vehicular access from the freeway.

The purchased structure showed many years of wear and tear and numerous attempts to update the front facade. The surface materials of the exterior walls showed signs of decay, but these walls were brick bearing and approximately 18" to 20" thick, and an evaluation of the building proved it to be suited to renovation.

The structure is bounded on the south by adjacent parking and an existing two story structure, on the west by an alley and a two story structure, and on the north by an existing parking area which is planned to become a two story structure, and on the north by an existing parking area which is planned to become a two story parking facility. Third Street (one way south) is on the east. The second floor height offers a view eastward to the State Capitol. Fairall occupies the second floor and leases the first floor, with the intent of occupying the latter in the future. The south parking area is used by Fairall Account Executives and their clients.

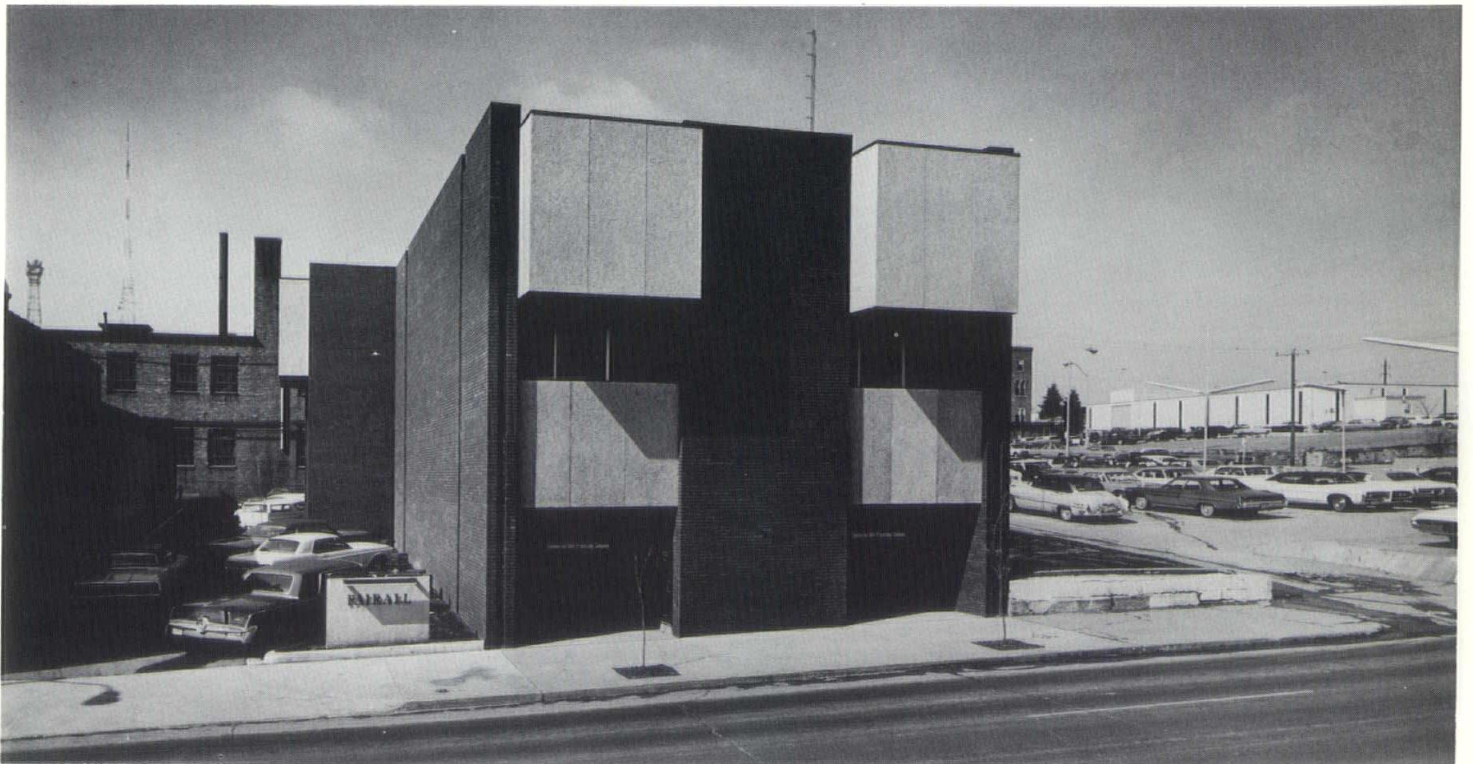
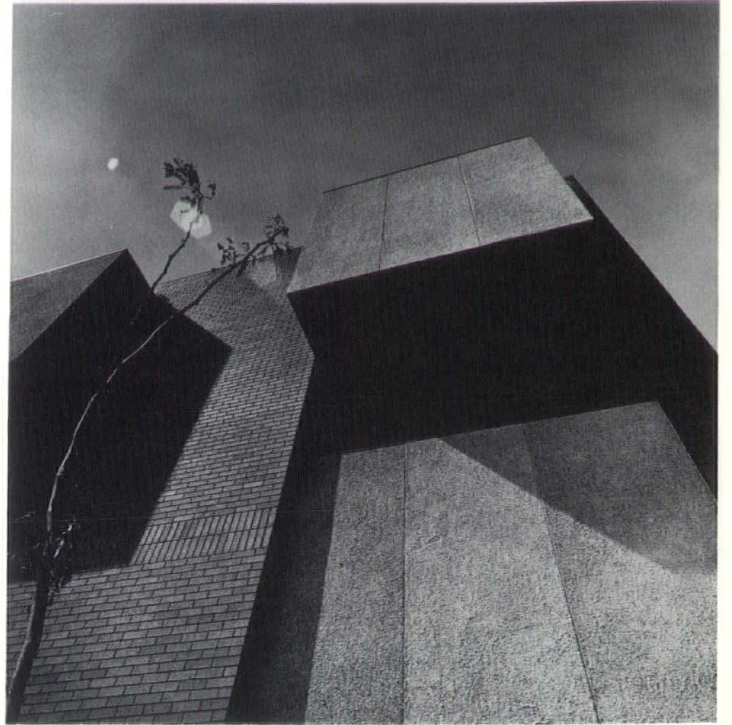
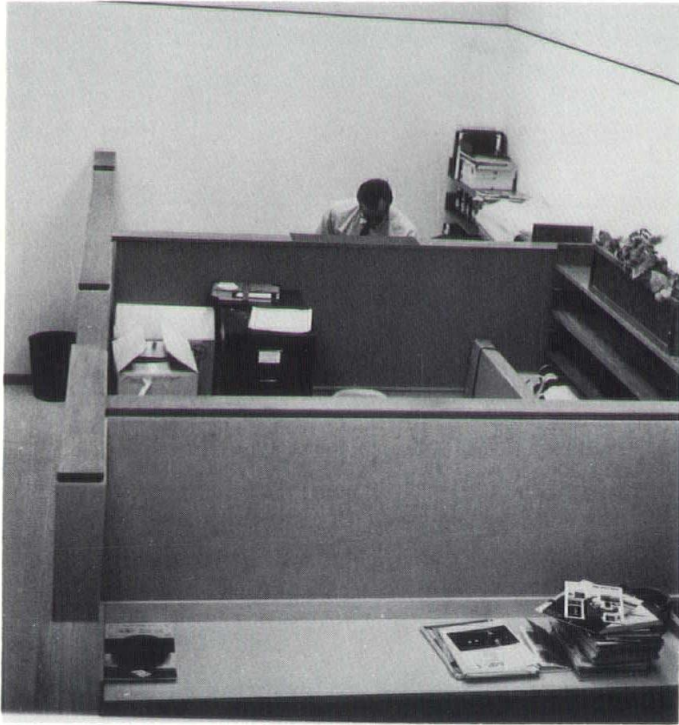
The organization of the Fairall Advertising Company lies primarily in three departments, each linked to one another: Account Executives, Production and Art. To accommodate the functional requirements, a new entry to the second floor was provided at the south wall adjacent to the parking area at the center of the building. This entry and a reception area is adjacent to Production, with the Account Executives

Architect: Vande Venter and Griffith



located in the east third of the building and the Art Department located in the west third of the building. With the restricted exterior views and the need for sound control and a minimum of visual distraction, it was decided to turn all areas inward and provide interior natural light through the use of light monitors located on the roof. All offices and primary spaces are provided with one wall of glass looking to the interior space. Each glass wall is draped to provide privacy when required.

The remodeling of the Fairall Building breathes added life into an area which has already been brightened by the handsome renovations of the Ruan Building 200 feet to the north and the Inter-State Assurance Company Building one block to the west.



WISCONSIN STATE UNIVERSITY FOND DU LAC CAMPUS

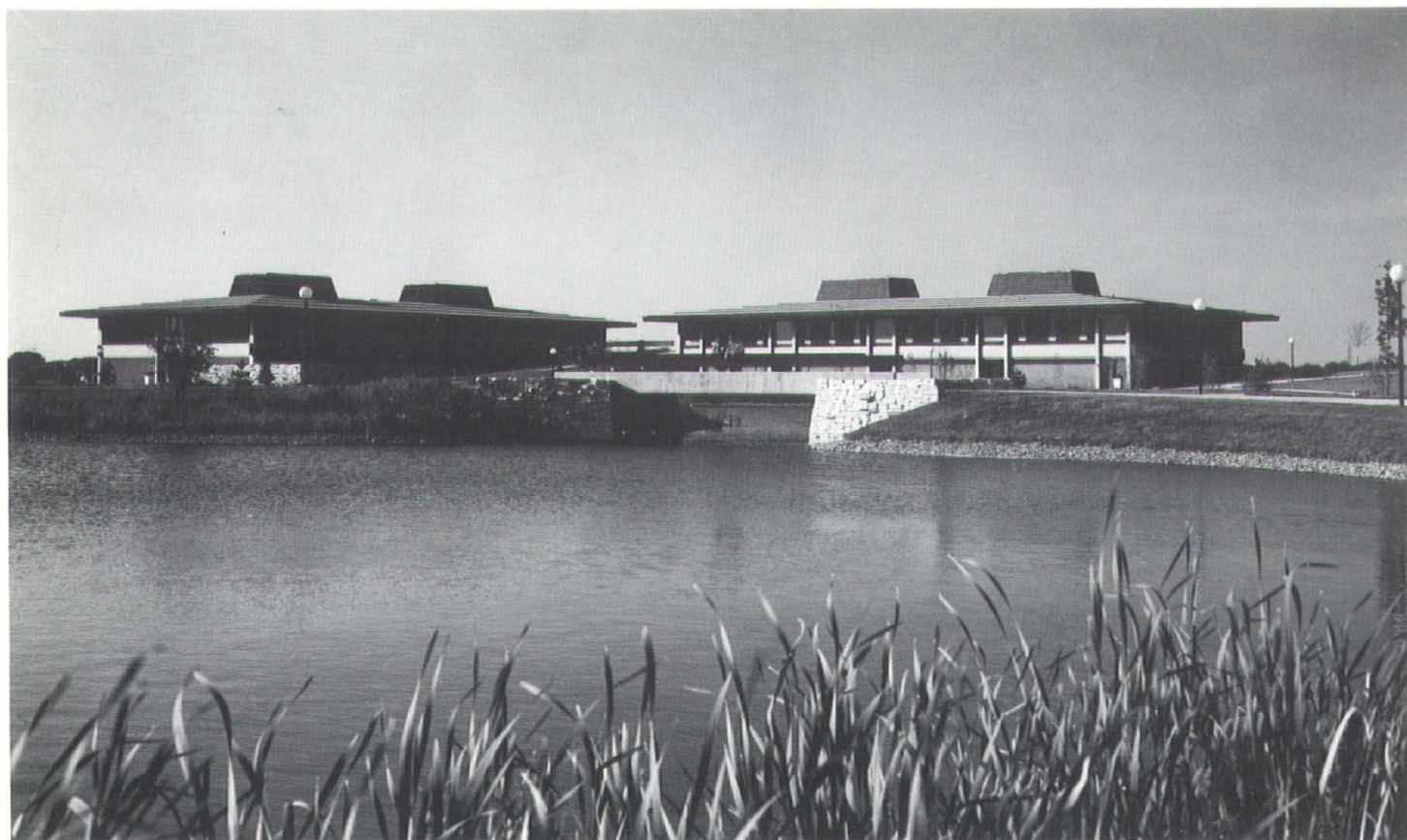
Rising from the site of a flat, desolate abandoned airport, the new Fond du Lac Campus is enriched by the creation of a two acre lake and rolling earth mounds. Recognizing the need for relief in the monotonous 160 acres, Durrant-Deininger-Dommer-Kramer-Gordon, Dubuque architects, established an inward-looking campus with the lake as a focal point.

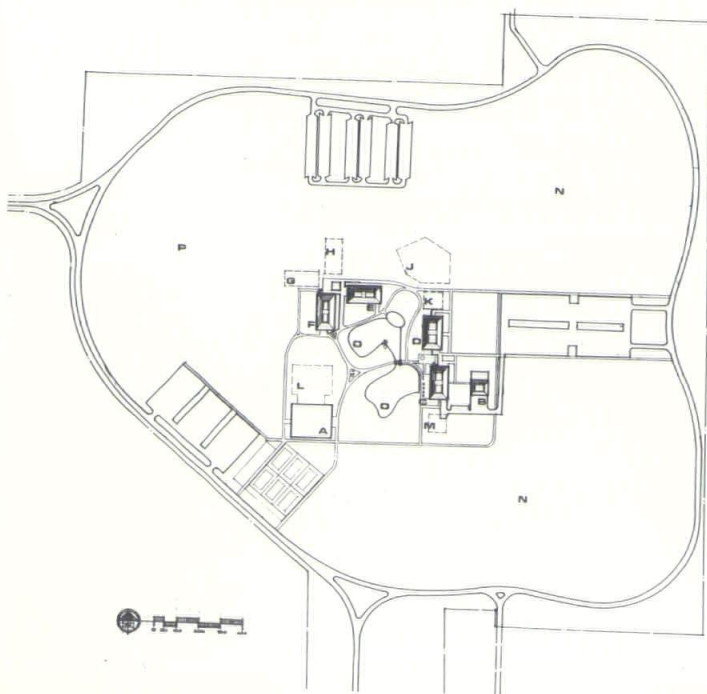
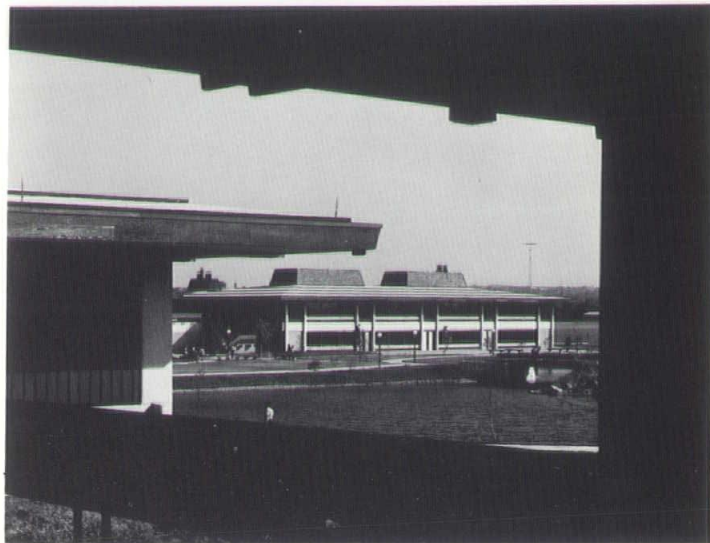
The campus recently received an Award of Merit in the First National Community and Junior College Design Awards Program sponsored by the American Institute of Architects, American Association of Junior Colleges, Education Facilities Laboratories, and the U.S. Department of Health, Education, and Welfare. Fourteen two-year colleges were recognized from 126 submittals.

A major design goal was to create a warmth, a sense of place, and a human, stimulating atmosphere conducive to intellectual pursuit. The six buildings of the first phase are grouped about the

lake in an informal manner to create small scale, personal spaces. Predominant wall materials are concrete textured by bush hammering on the lower level and by pouring against rough sawn boards on the upper level. The dominant low-pitched roofs are of tar and gravel topped by penthouses of clay tile shingles. Rich paving patterns are of exposed aggregate concrete and brick pavers. Extensive use has been made of carpet, wood, and warm bright colors in interior spaces.

The initial phase provides facilities for 1000 students, including (A) gymnasium, (B) physical plant, (C) student center, (D) library and administration, (E) science, and (F) classrooms. Future facilities may be added by enlarging, duplicating or complementing the first phase and are projected to include student housing as well as an auditorium and additional instruction space. Cost of construction, excluding site development, was over three million dollars.





PROFESSIONAL DEVELOPMENT: Chicago - Bound

On the afternoon of Thursday, April 30, seventeen fourth and fifth year architecture students from Iowa State and nineteen Des Moines area professionals left Des Moines in a chartered railroad car bound for Chicago. This four-day venture was to serve both as an inspection trip and as an opportunity for architects and future architects to associate on a professional basis. (The trip took nine hours so there was much time to associate.) Student fares were subsidized by charging those professionals going a larger fee. Carl Hunter acted as Coordinator for the trip setting up the schedule and handling the bulk of the arrangements. That night the troop rolled into the Palmer House Hotel and prepared for the tight schedule ahead.

Friday morning everyone met at the offices of Skidmore, Owings and Merrill. This firm has designed two Iowa buildings, the American Republic office building in Des Moines and the Basic Sciences Building under construction at the University of Iowa at Iowa City. After being escorted around the office, which occupies two floors of the Inland Steel Building, a short hike several blocks north to the Brunswick Building followed, where the tour continued in the other of S.O.M.'s Chicago offices. This office overlooks the Civic Center, which that day was decorated with flags and streamers to welcome the astronauts. Transportation while in the city was for the most left to the individual. As a result, the group disbanded after each individual tour, sifted through town, and again assembled at the John Hancock Center, which was in the last stages of completion. The tour here included a look at S.O.M.'s field office and a quick lift (31 seconds) to the observation level at the top of the 100 floor structure. The view was grand as could be expected and offered a chance to realize the relationship of the whole city. Another cross-town trip followed, this to the University of Illinois Chicago Circle Campus. Included in the tour were two of the newer buildings, both by S.O.M., Arts and Architecture and Behavioral Science. Both were based on field theory design, a concept of development and expansion along the lines of intersecting geometric grids. It is absolutely impossible for a newcomer to find his way around the Behavioral Sciences Building which was considered as an asset by those using the building on a daily basis. The Merchan-

dise Mart was next on the agenda and after an examination of the furniture sales floors, the first day's schedule was over.

Saturday morning another office—this time it was that of Mies vander Rohe. This office has designed two buildings in Iowa, both in Des Moines. They are the Home Federal Building and Drake University's Meredith Hall. Located in a warehouse-like building, bad first impressions are more than overcome by the complete record of Mies van der Rose's American work to be found here. Of particular note was the huge model shop and the many detailed models sitting about. On the move again, and the group from Iowa could be found in the offices of Harry Weese, designer of the Married Students Dorm and the Fine Arts Center at Drake University in Des Moines and a dormitory at Iowa Wesleyan College. Located in another old structure, a sky lighted elevator takes you upstairs to the office which opens around a glass covered interior court cut into the roof of the building.

A bus chartered to go to McCormick Place which is an immense structure still under reconstruction after a devastating fire in 1969. Actually it is two structures under a single roof, the first a huge exhibition hall, and the second an auditorium which incorporates the stage, all that remained after the fire, of the previous structure.

Although not officially scheduled, the group made an impromptu visit to Sullivan's auditorium while it was quite empty and darkened and still found it to be impressive if not somewhat frightening. All that remained of the trip was the train ride home, which this time took ten hours and found the tired group less than joyous. Not seen during the night ride into Chicago, the Illinois landscape along the track had much to attract attention. The landscape of the canal which paralleled the tracks, long in disuse as a means of transportation, was in much use for picnics and as a means of recreation. Locks, lifts, and bridges is all that remains of a historic landmark.

When asked what in particular comments he had to make about the trip, Carl Hunter said, "It may be possible to make inspection trips to other cities an annual event even though train service has been discontinued from Des Moines.

Just one month later, this last of the trains serving Des Moines was halted due to poor patronage.



GENESIS—LAST CHAPTER

In the end,
There was earth, and it was with form and beauty.
And man dwelt upon the lands of the Earth, the
meadows and trees, and he said
“Let us build our dwellings in this land of beauty.”
And he built cities and covered the Earth with concrete and steel.
And the meadows were gone.
And man said, “It is good.”
On the second day, man looked upon the waters of the Earth.
And man said, “Let us put our wastes in the waters that the dirt will be washed away.”
And man did.
And the waters became polluted and foul in their smell.
And man said, “It is good.”
On the third day, man looked upon the forests of the Earth and saw they were beautiful.
And man said, “Let us cut the timber for our homes and grind the wood for our use.”
And man did.
And the lands became barren and the trees were gone.
And man said, “It is good.”
On the fourth day, man saw that animals were in abundance and ran in the fields and played in the sun.
And man said, “Let us cage these animals for our amusement and kill them for our sport.”
And man did.
And there were no more animals on the face of the Earth.
And man said, “It is good.”
On the fifth day, man breathed the air of the Earth.
And man said, “Let us dispose of the wastes into the air for the winds shall blow them away.”
And man did.
And the air became filled with smoke and the fumes could not be blown away.
And the air became heavy with dust and choked and burned.
And man said, “It is good.”
On the sixth day, man saw himself; and seeing the many languages and tongues, he feared and hated. And man said, “Let us build great machines and destroy these lest they destroy us.”
And man built great machines and the Earth was fired with the rage of great wars.
And man said, “It is good.”
On the seventh day, man rested from his labors, and the Earth was still, for man no longer dwelt upon the Earth.
And it was good.

—written by a young student in Upper Moreland California High School. Reprinted by permission from the Santa Clara Valley Chapter AIA Bulletin

PPG Performance Glass has made these 37 recent contributions to America the beautiful. (And America the comfortable.)

Architects all over the country are putting up more buildings that use beautiful PPG Performance Glass. The architects of the 37 projects shown below used a PPG Reflective Insulating Glass, for one or more of several reasons: openness, reflectivity, color, drama, visual comfort, or to keep out the heat and the cold.

The list is made up of *Solarban*[®] installations only, and while it is by no means complete, it does offer a guide to a number of interesting projects in widely scattered locations. For further details, write or call Mr. D. C. Hegnes, Manager, Architectural Construction Service, PPG INDUSTRIES, One Gateway Center, Pittsburgh, Pa. 15222.

ALASKA: Anchorage

International Airport
Architect: Manley and Mayer
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CALIFORNIA: Los Angeles

Jules Stein Eye Institute
Architect: Welton Becket & Assoc.
PPG Glass: *Solarban* (3)

COLORADO: Denver

Denver Center
Architect: W. C. Muchow Assoc.
PPG Glass: *Solarban* (2)

FLORIDA: Clearwater

Pinellas County Courthouse
Architect: Anderson, Johnson, Henry and Parrish
PPG Glass: *Solarban* (2)

FLORIDA: Cocoa Beach

Cape Canaveral Hospital
Architect: Stevens & Walton
PPG Glass: *Solarban* (3)

FLORIDA: Miami

Mutual of Omaha Regional Home Office
Architect: Houston & Albury Assoc.
PPG Glass: *Solarban Bronze* (3)

FLORIDA: Titusville

Brevard County Courthouse
Architect: Hirshberg, Thompson & Assoc.
PPG Glass: *Solarban* (3)

GEORGIA: Atlanta

Cities Service Building
Architect: Toombs, Amisano and Wells
PPG Glass: *Solarban* (2)

GEORGIA: Carrollton

West Georgia College
Architect: John W. Cherry
PPG Glass: *Solarban* (3)

ILLINOIS: Chicago

Hyatt O'Hare Hotel
Architect: John Portman & Assoc.
PPG Glass: *Solarban* (2)

ILLINOIS: Rockford

Downing Box Company
Architect: Larson & Darby
PPG Glass: *Solarban Bronze* (3)

ILLINOIS: South Chicago

Ardco Corporation
Architect: McCarthy-Hundrieser & Assoc., Inc.
PPG Glass: *Solarban* (2)

MARYLAND: Baltimore

Social Security Administrative Complex
Architect: Myers, Ayers & Saint
PPG Glass: *Solarban Bronze* (3)

MINNESOTA: Duluth

St. Luke's Hospital
Architect: Thomas J. Shefchik & Assoc., Inc.
PPG Glass: *Solarban* (2)

MINNESOTA: St. Paul

Pearson Candy Company
Architect: Cerny Associates, Inc.
PPG Glass: *Solarban* (23)

PENNSYLVANIA: Indiana

East Pike Elementary School
Architect: Robert T. Scheeren
PPG Glass: *Solarban* (3)

SOUTH DAKOTA: Sioux Falls

Airport
Architect: Fritzel, Kroeger, Griffin & Berg
PPG Glass: *Solarban* (2)

TENNESSEE: Bristol

Tri-Cities Airport
Architect: Anderson & Gilliam
PPG Glass: *Solarban* (3)

TENNESSEE: Cookeville

Cummins Engine Company
Architect: Walter E. Damuck
PPG Glass: *Solarban* (3)

TEXAS: Dallas

American Hospital Supply
Architect: Nelson, Ostrom, Baskin, Berman & Assoc.
PPG Glass: *Solarban Bronze* (3)

TEXAS: Houston

One Shell Plaza
Architect: Skidmore, Owings & Merrill and Wilson, Morris, Crain & Anderson
PPG Glass: *Solarban Gray* (3)

VIRGINIA: Fairfax

Fairfax County Governmental Center
Architect: Vosbeck, Vosbeck, Kendrick & Redinger
PPG Glass: *Solarban Bronze* (3)

VIRGINIA: Roanoke

Southwest Virginia Savings & Loan
Architect: Kinsey, Motley & Shane
PPG Glass: *Solarban* (3)

MISSISSIPPI: Gulfport

Mississippi Power Company
Architect: Curtis & Davis
PPG Glass: *Solarban* (2)

NEW JERSEY: Lawrenceville

Public Service of N.J.
Architect: James Laden and Raymond Althouse
PPG Glass: *Solarban* (2)

NEW JERSEY: Wayne

Orban Office Building
Architect: Bernard Rothzeit
PPG Glass: *Solarban* (23)

OHIO: Canton

Kent State University
Architect: Lawrence, Dykes, Goodenberger & Bower
PPG Glass: *Solarban* (3)

OKLAHOMA: Lawton

YMCA
Architect: James Marshall
PPG Glass: *Solarban* (2)

OKLAHOMA: Oklahoma City

Lincoln Plaza
Architect: Halley-Riek and Hester
PPG Glass: *Solarban* (2)

OKLAHOMA: Tulsa

Tradewinds Motel
Architect: Russell Magee
PPG Glass: *Solarban* (3)

OREGON: Portland

Esco Corporation
Architect: Wolff, Zimmer, Gunsul and Frasca
PPG Glass: *Solarban* (3)

PENNSYLVANIA: Allentown

Mack Truck
Architect: Wolf-Hendrix & Associates
PPG Glass: *Solarban* (2)

PENNSYLVANIA: Beaver

Beaver Area High School
Architect: Edwin M. Wallover, Jr.
PPG Glass: *Solarban* (3)

WISCONSIN: Appleton

Wisconsin Wire Company
Architect: Birch-Grisa-Phillips, Inc.
PPG Glass: *Solarban Bronze* (3)

WISCONSIN: Madison

Ohio Products Company
Architect: Weiler, Strang, McMullin & Assoc.
PPG Glass: *Solarban* (2)

WISCONSIN: Milwaukee

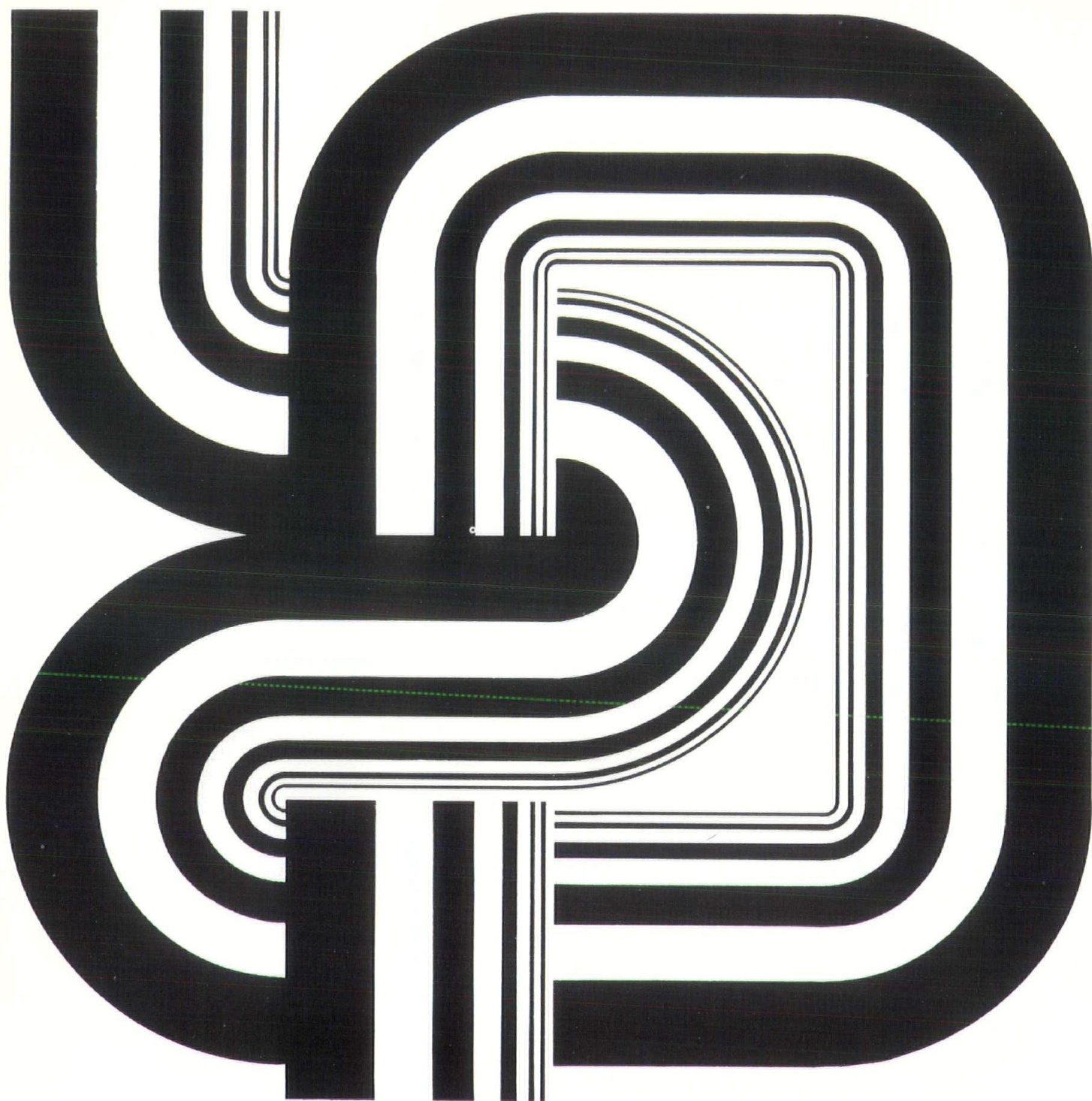
South Milwaukee Public Library
Architect: Losch & Haeuser Inc.
PPG Glass: *Solarban* (3)

WISCONSIN: Racine

St. Luke's Hospital
Architect: Hams M. Geyer
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PPG is Chemicals, Minerals, Fiber Glass, Paints and Glass. So far.





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ADAM: CHILD OF THE EARTH



Rev. L. W. Bryan

An address delivered for EARTH DAY at Drake University, Des Moines, Iowa by L. Wayne Bryan, Campus Minister, UCCM.

"Our blue planet is responsible for our very nature because human beings are shaped, biologically and mentally, by the environment in which they develop." These are the words of Rene Dubos, a microbiologist and experimental pathologist, professor at Rockefeller University in New York, and author of *So Human An Animal*, Pulitzer Prize winner for non-fiction in 1969. He continues:

"One need not be a learned biologist to understand the large implications of James Baldwin's words: 'It means something to live where one sees space and sky or to live where one sees nothing but rubble . . . We take our shape . . . within and against that cage of reality bequeathed us at our birth.

"The earth is our mother not only because she nurtures us now, but even more because our biological and mental being emerged from her during the evolutionary times and is constantly maintained and shaped by the stimuli we receive from her during our present existence. We could not long remain true human beings if we were to settle on the moon or on Mars, and we shall progressively lose our human-ness if we continue to destroy the unique qualities of the earth by pouring filth into her atmosphere, befouling her soil, lakes and rivers, and disfiguring her landscapes with junkpiles. Man is of the earth, earthy. The quality of his life is inextricably interwoven with the quality of the earth and of the life she harbors." (Smithsonian Magazine, April 1970, p. 9)

My theological orientation coincides precisely with Dubos' and Baldwin's expressions. Man is of the earth, earthy—his human-ness is tied totally with the earth.

The Bible—the traditional reference point of the church—has some picturesque ways of talking about the earth and man's relation to it. "In the beginning God created the heavens and the earth. . . . Then God said, 'Let us make man in our image, after our likeness; and let them have dominion over the fish of the sea, and over the birds of the air, and over the cattle, and over the earth and over every creeping thing that creeps upon the earth.'" (Gen. 1:1, 26)

This is the way in which a pre-scientific author

described man's beginning and his relationship to the earth. His emphasis is strong—man is one with the earth, dependent upon the earth for his food and his humanity. Adam (man) is not of a different character imported from a separate dimension, rather he is synonymous with the rest of the earth—a sharer of life, a co-operator in the functioning of nature, an integral part of the creation, a brother to all that has "the breath of life."

Still beyond this, man has a deeper and profounder place. He has received the gift of humanity—a mind which can analyze, hands which can shape and alter. Unlike the rest of the earth, he can perceive what is, plan what can be, and cause it to happen. He is the shaper of his own destiny, the guider of his own evolution.

This gift carries the corresponding responsibility. Rachel Carson and others have faced us with the ecological principle: "You cannot do just one thing." Every action causes a series of actions. So man cannot take steps in the world which affect only himself. The introduction of any scientific or technological advance has immediate repercussions in the whole eco-structure. The fish of the sea and the birds of the air are recipients of the jet engine's operations. The cattle and every creeping thing that creeps upon the earth knows the invention of gunpowder and face powder.

So our responsibility is to be the keeper of creation. Nature balances itself very well. But we have the ability to step in and destroy that balance. So earth is held in our death-grip. Because of this we have the responsibility to see that we hold ourselves in check, not running rampant through the eco-system with hobnail boots just because we can, but deliberately balancing our actions with the earth because we must. Privilege and responsibility maintain as the two sides of man's coin of action.

Lest this seem like some nice flight of poetic fancy, let us turn a sharper corner to say that it is not only the life of the buffalo and falcon which end because of man's abuse, but it is precisely man's life which ends. This is made abundantly clear by the prophets who share with us the vision of unbreathable air and vanished oceans. One may have little emotion for the life of the marine algae. But one cannot escape the fact that the algae are responsible for the recycling of oxygen in the air and

(Continued on Page 23)



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MAJOR CHANGES IN LICENSING REGISTRATION OF ARCHITECTS URGED

Major reforms in the licensing and registration of the nation's architects have been recommended by study panels of The American Institute of Architects and the National Council of Architectural Registration Boards.

The findings, which culminate about four years of work, must first be sent to and acted upon by AIA's Board of Directors as well as the NCARB convention. Implementation of the suggestions would then be sought through state and territorial legislatures, state regulatory boards established by legislatures, and the schools of architecture.

Changes proposed will enable architects to better serve the public welfare, explained chairman of the AIA-NCARB Joint Committee on Licensing and Internship. The new standards will meet the demand of the 1970's for architects who can synthesize technical information and community needs to produce solutions for environmental problems and the wise use of space.

The Joint Committee is urging five major changes in licensing procedures enacted by the states and territories plus development of a much shorter examination to qualify architects to practice.

Major recommendations:

*A definition for the practice of architecture which covers structures or groups of structures whose principal purpose is "human habitation or use." By emphasizing "human habitation or use" the definition attempts to make a more sensible distinction between the practice of architecture and the practice of civil engineering.

*In order to advance new technologies an architect would be allowed to have a financial interest in the manufacture, sale, or installation of a component or process that might be used in a structure for which he is the architect, provided he fully discloses such an interest to the client and the client "explicitly waives" any objection he may have to such an interest.

*The suggested minimum age to practice should be 21, and there should be no requirements that the architect be a U.S. citizen.

*To be licensed, an architect would have to take a state examination. To take the examination he would have to hold a degree from an accredited school or architecture or pass a qualifying examination after suitable practical experience. However, the qualifying examination should be phased out by the

mid 1970's, at the study groups recommendation. The candidate for examination would have to complete six years in school or five in school and one in training under an architect.

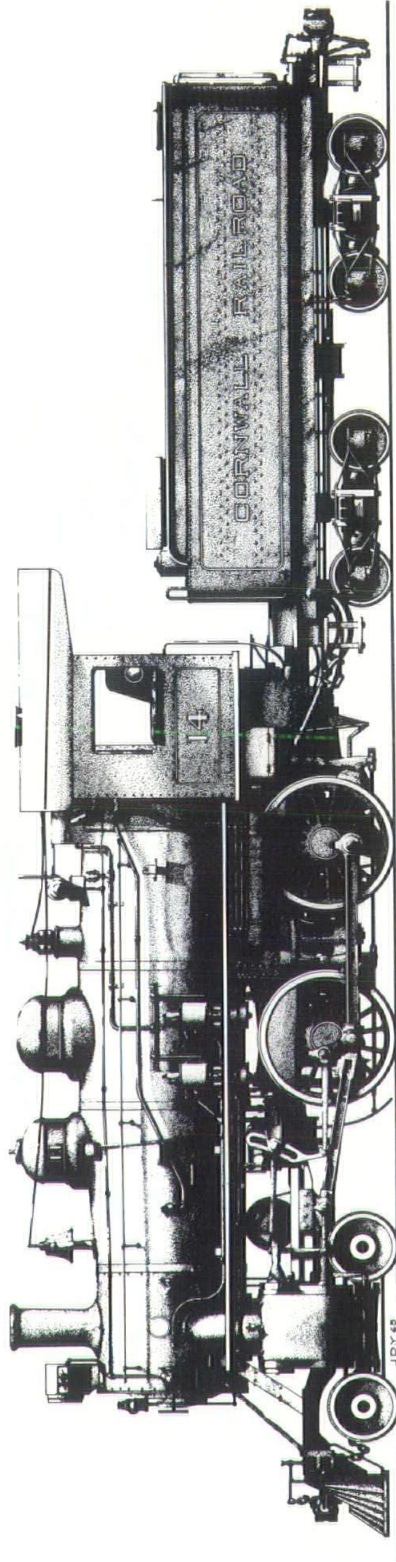
*The examination should be much shorter than the present four-day tests. Over a period of five years, the states should change their licensing examination to concentrate on the examinee's ability to solve problems. "The exam is expected to deal with significant environmental issues, with the examinee in the role of architect as tactician or strategist," reviewing the reports of staff and associates and formulating recommendations. He will be required to demonstrate his ability to synthesize basic, general knowledge of environmental needs, human behavior, construction science, design and planning fundamentals, legal requirements, economics and management. (Key sections of the existing exams, covering such subjects as site planning, design history and theory of architecture, building equipment, professional administration, building construction, and structures would be presumed to have been adequately covered by the academic degree from an accredited university.)

*Architects should be allowed to practice in states other than their state of residence when they hold an unexpired license in their home state plus a certificate from the National Council of Architectural Registration Boards. While he is waiting for the certificate to be filed with the state, the out-of-state architect should be allowed to enter the state for purposes of discussing his services with a prospective client.

*A partnership or corporation should be allowed to practice in a state provided two thirds of the partners or the directors of the corporation are licensed under the laws of any state to practice one of the design professions—architecture, engineering, landscape architecture. The person in charge of architectural services to be offered in the state would have to be a partner or a director and be licensed in that state.

*Firms should be allowed to practice under names which do not include the names of any partner or corporation director, providing full information about the firm is given in the state.

The suggested new legislative guidelines do not provide for "umbrella registration" of related professions as architects.



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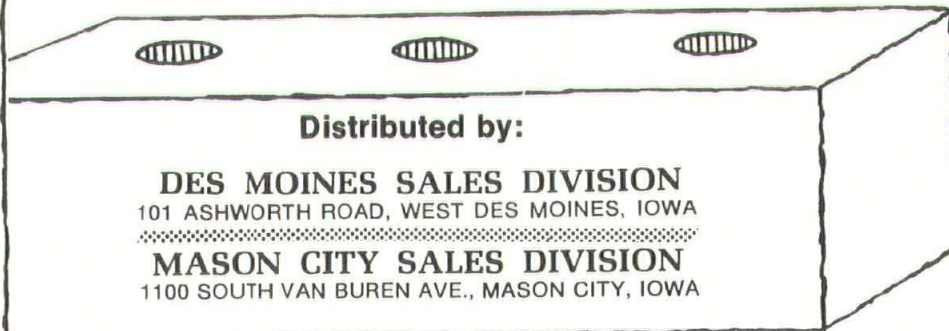
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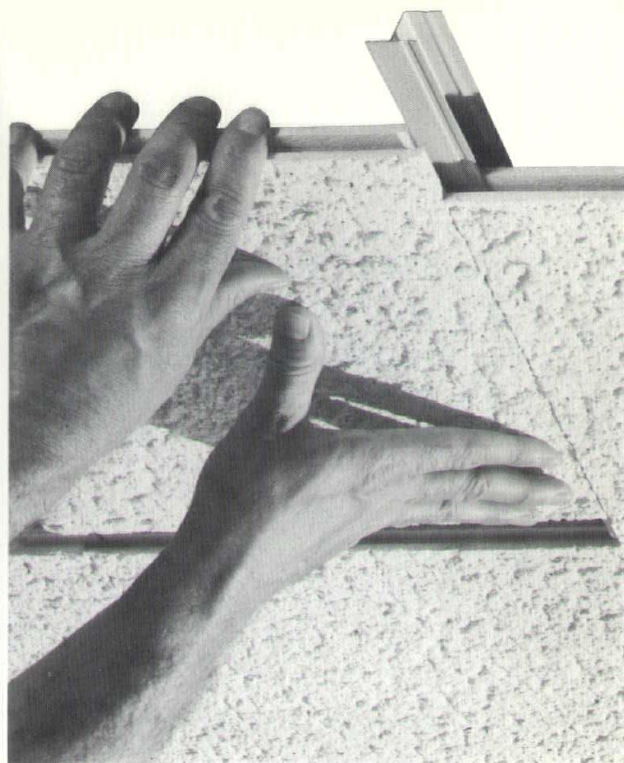
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if he dies, we die. It gets personal very quickly.

These prophets of cataclysm frighten us beyond expression. But it is not alone the specter of no air which frightens us, but even more, the specter of no humanity. The grand experiments of the laboratory have given an insight into what happens when animals are separated from the required ecological life-styles. And the even grander experiments of the ghetto slap us in the face with the speed by which human-ness is lost when man is deprived of the earth.

This bastardization of the eco-system by a world gone mad for "progress" is the supreme absurdity. By his own actions man is robbing himself of that which is most precious—his humanity. And by this profligacy and desire for high living, he is committing suicide. Progress be our most important product, but must we trade our humanity for it?

Dr. Dubos proposes a direction: "Progress should not mean, as it does now, doing faster and faster on an ever increasing scale what we are already doing. In a truly civilized world, progress will mean a social design in which the economic and technological effort will be focused on the creation of the environment values best suited to the development of human potentialities. These values cannot be dissociated from the qualities of the earth."

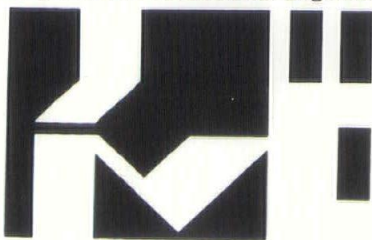
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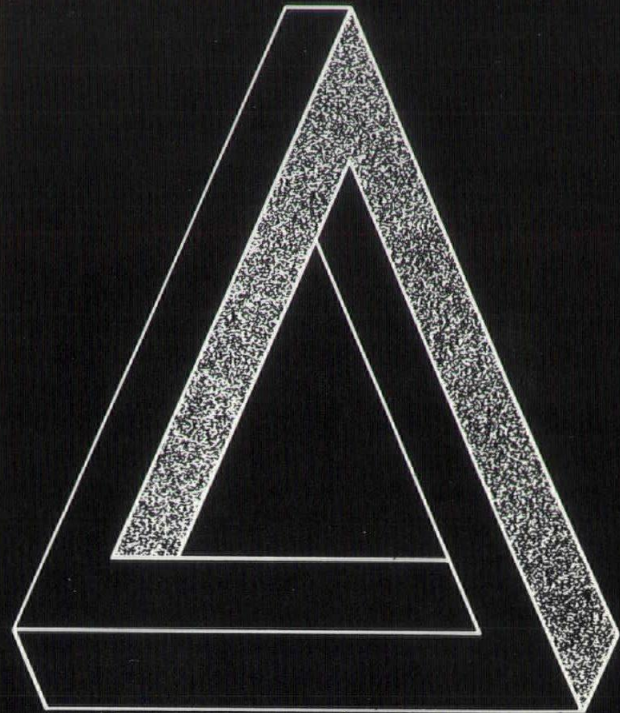
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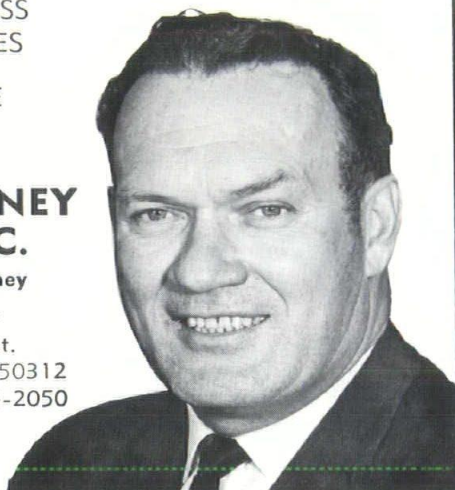
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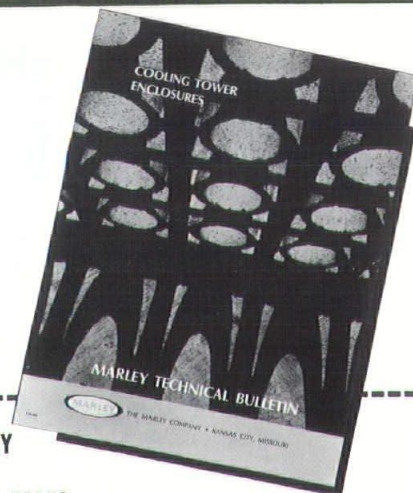
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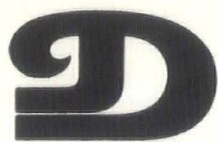
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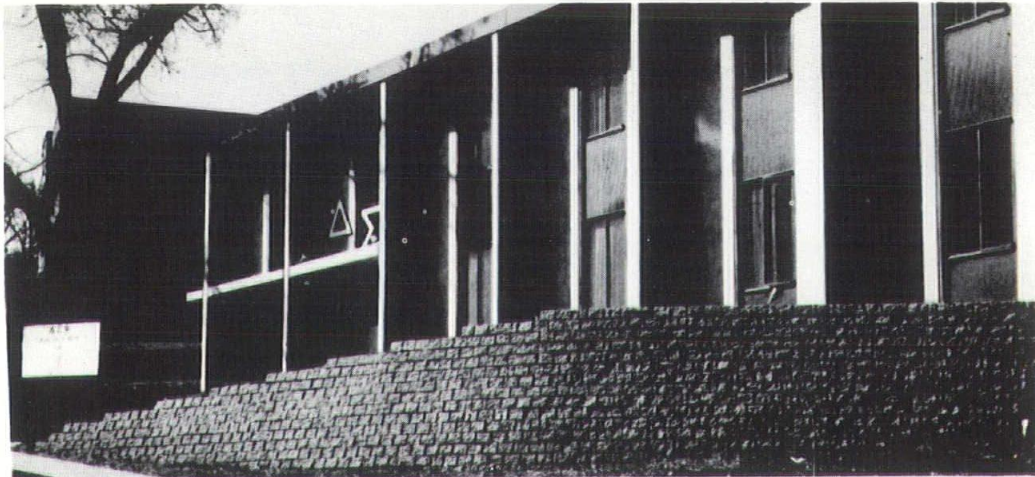
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provide emergency power for life-giving equipment.

If you're concerned about the generation of emergency electrical power, call us today. A dependable Caterpillar dual service system can be designed for your needs. For generation after generation.

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HAYDITE

"THE ORIGINAL LIGHTWEIGHT AGGREGATE"

LIGHTWEIGHT—approximately $\frac{1}{3}$ lighter than ordinary blocks made with sand and rock. Reduces deadload without sacrificing strength or other desirable qualities.

STRENGTH—in excess of Federal and ASTM specifications and local building code requirements.

FIRE RESISTANCE—Underwriters Laboratories Standards for Safety UL 618, August 1958, tests rate 8" Haydite block, with a $1\frac{1}{4}$ " face shell, at 2 hours. A $1\frac{3}{4}$ " face shell is rated at 4 hours.

UNIFORMITY—in size, texture and color for accuracy and beauty.

ACOUSTICS—are improved by the cellular structure of the aggregate and the texture of the block. Approximate noise reduction coefficient of a medium textured, unpainted Haydite block is 0.45.

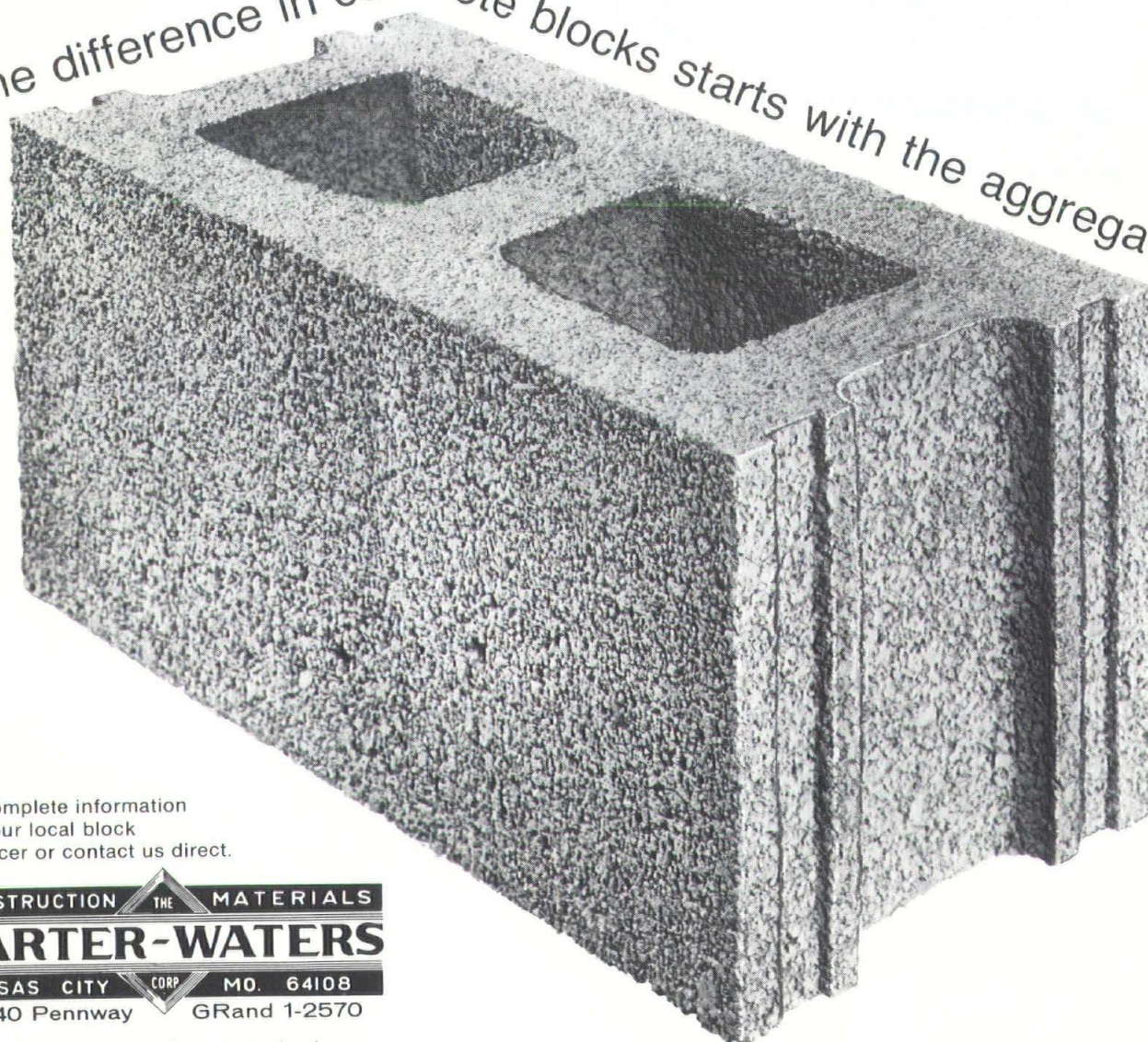
THERMAL INSULATION—the U factor (average) on 8" Haydite blocks is 0.32 and on 12", 0.29.

DURABLE—exceeds Federal and ASTM specifications for hollow, load-bearing masonry, above and below grade. Laboratory tests show 100 cycles of freezing and thawing without visible damage or loss of weight.

NON-STAINING & NON-CORROSIVE—the chemically inert composition of Haydite eliminates discoloration of the block, or to paint or plaster applied to the block.

ATTRACTIVE—a pleasing texture and natural gray color suitable for many applications without further treatment.

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... at us, that is! Someone once said "beauty is only skin deep". True? We don't know. We are in the "skin" business, though. Midwest Concrete is one of the largest producers of precast aggregate concrete panels.

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